

Promoting early symptomatic presentation of breast cancer

Implementing an evidence-based intervention in routine clinical practice

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The Promoting Early Presentation Intervention



Health professional-delivered intervention to promote early presentation in breast cancer in older women

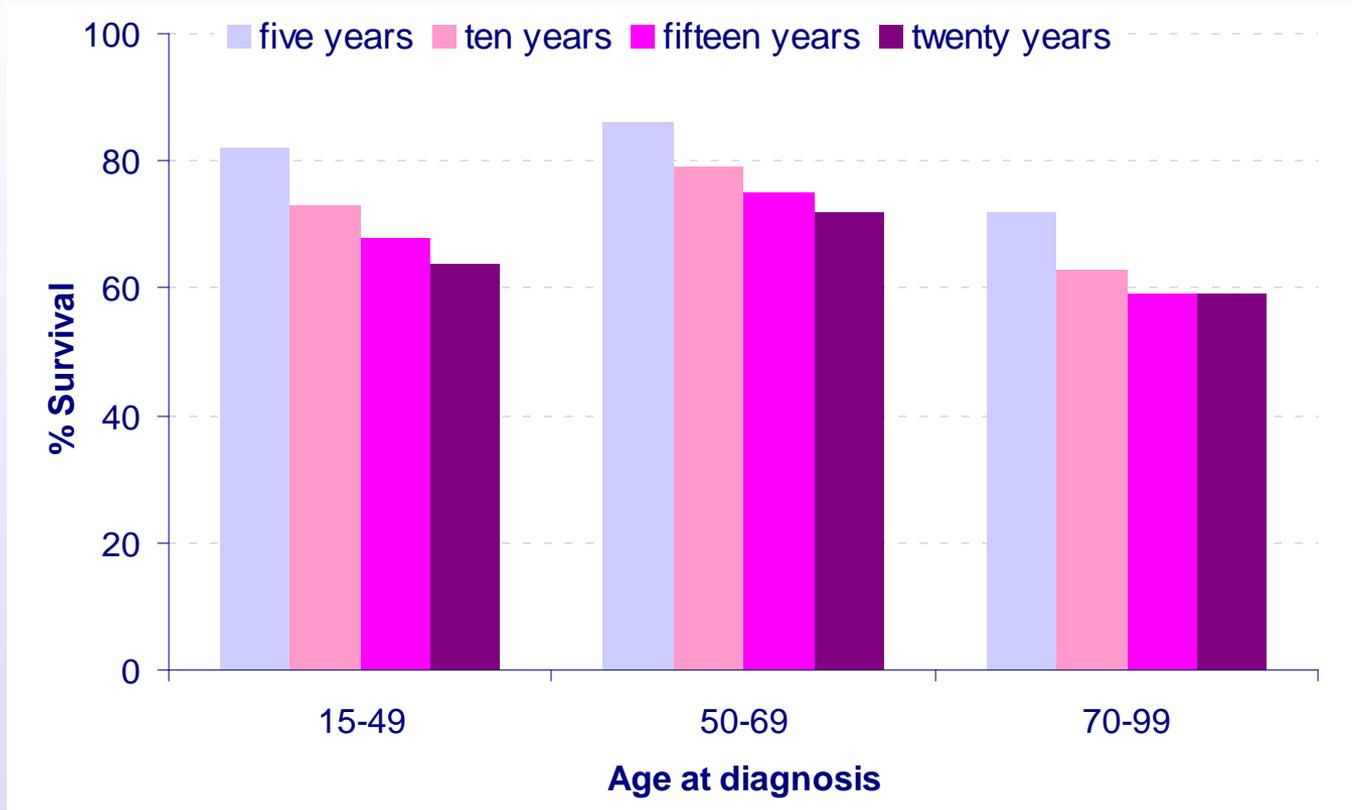
Why promote early symptomatic presentation in breast cancer?

- 20-30% women delay presentation in breast cancer >3 months (Richards M et al, Lancet 1999)
- Clear link between delay in diagnosis of breast cancer and survival (Richards M et al, Lancet 1999)
- Late diagnosis contributes to breast cancer survival inequalities

Why promote early symptomatic presentation in breast cancer?

- 2000 avoidable breast cancer deaths per year if survival matched average in Europe (Abdel-Rahman et al, Brit J Cancer, 2009)
- 2/3 women with breast cancer present symptomatically
- >500 breast cancer deaths per year due to women delaying presentation >3 months

Relative survival from breast cancer England and Wales, 2001-2003



Why older women?

- higher risk of breast cancer
- more likely to delay presentation in breast cancer (Ramirez AJ et al, Lancet 1999)
- low breast cancer awareness (Linsell L et al, Brit J Cancer, 2008; Grunfeld E et al, Brit J Cancer 2002)
- think their risk is lower as they get older
- more likely to have breast cancer given a symptom (Wishart G et al, Brit J Surgery 2010)

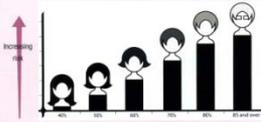
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What are my chances of getting breast cancer?

Did you know that one in nine women will develop breast cancer in their lifetime?



Did you know that you are more likely to get breast cancer as you get older?



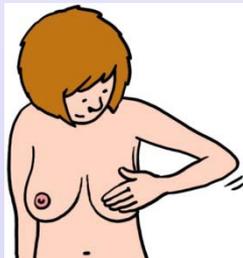
You can help yourself by being aware of any changes in the look or feel of your breasts and telling your doctor straightaway.

Risk increases with age

Symptoms



- Supported by booklet with graphics
- Positive approach and motivational style
- Addresses barriers



Breast checking – motivation and skills rehearsal

Prompt presentation – motivation and action planning

What should I do next?

Fill in this part of the booklet. This will help you remember what to do.

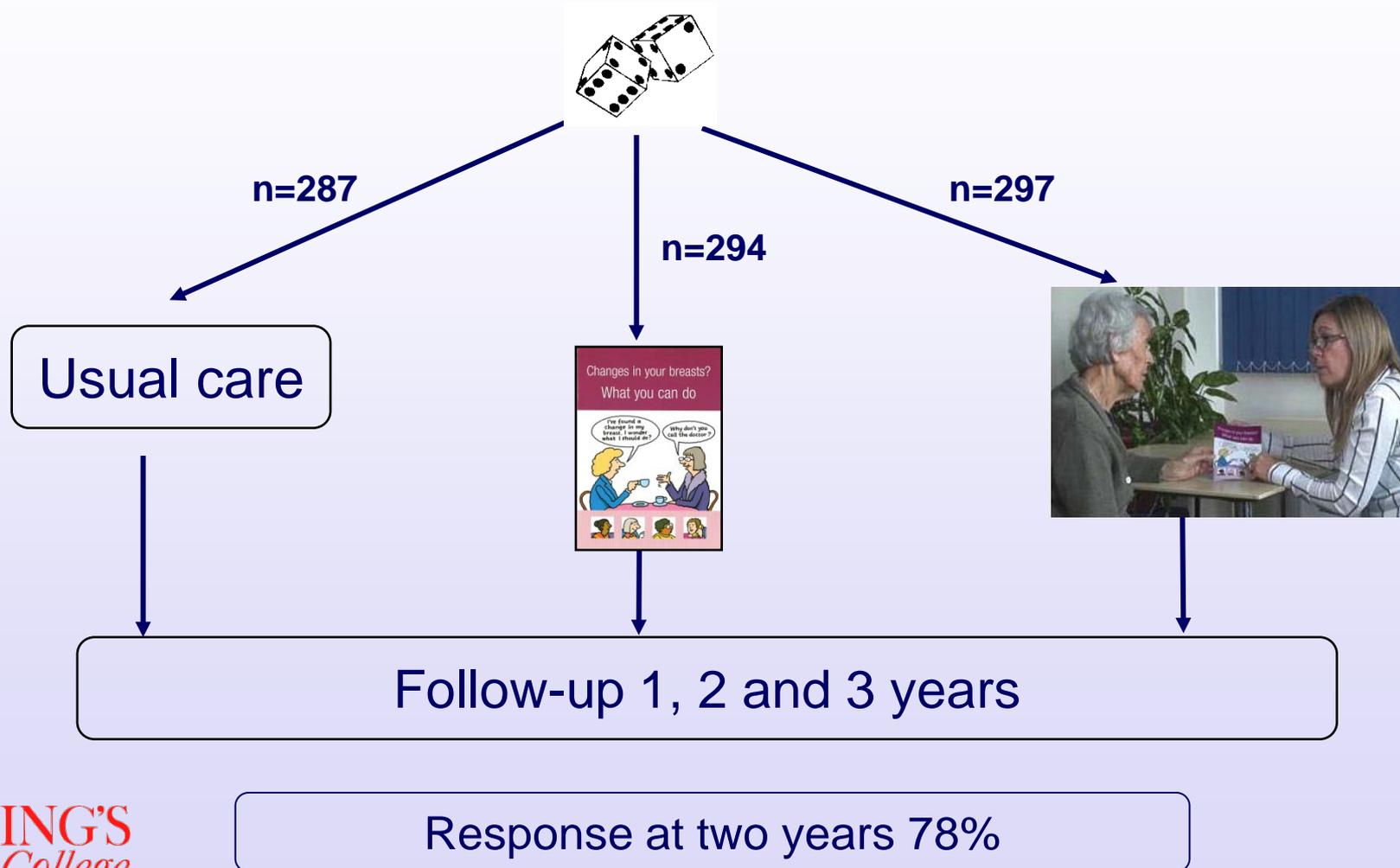
Work out how you will get to know what your breasts normally look and feel like.

- I will get to know what my breasts normally look and feel like when I am (please tick):
 - getting dressed
 - in the bath
 - in the shower
- Work out what you will do if you find a change in your breasts.
- If I find a change in my breasts, I will go to see my doctor immediately.

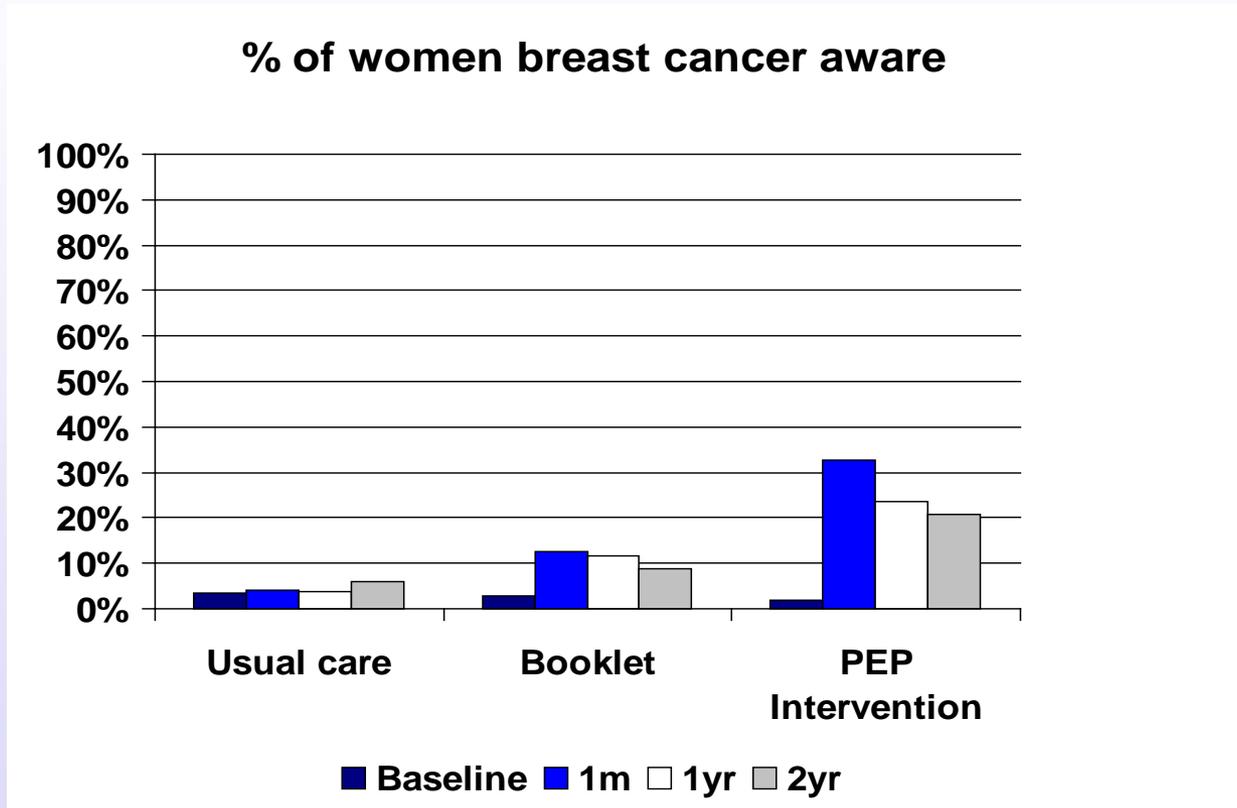
Breast cancer is common, but fewer women are dying from it thanks to earlier detection and better treatment.

Remember, early detection is the best protection!

Women attending final round of NHS Breast Screening Programme



Effect on breast cancer awareness



At two years

PEP Intervention
versus
usual care
OR 8.1
(95%CI 2.7 to 25.0)

Booklet
versus
usual care
OR 1.8
(95%CI 0.6 to 5.3)

What next?

- Pilot implementation in three breast screening services
- Thousands of women having final mammogram
- Can it work in practice?
- Can we maintain potency?

- Reporting 2012

Key successes so far

- Integrated PEP Intervention into mammogram appointment
- Light touch training programme
- Opportunity to extend role for mammographers



Will the PEP Intervention work in practice?

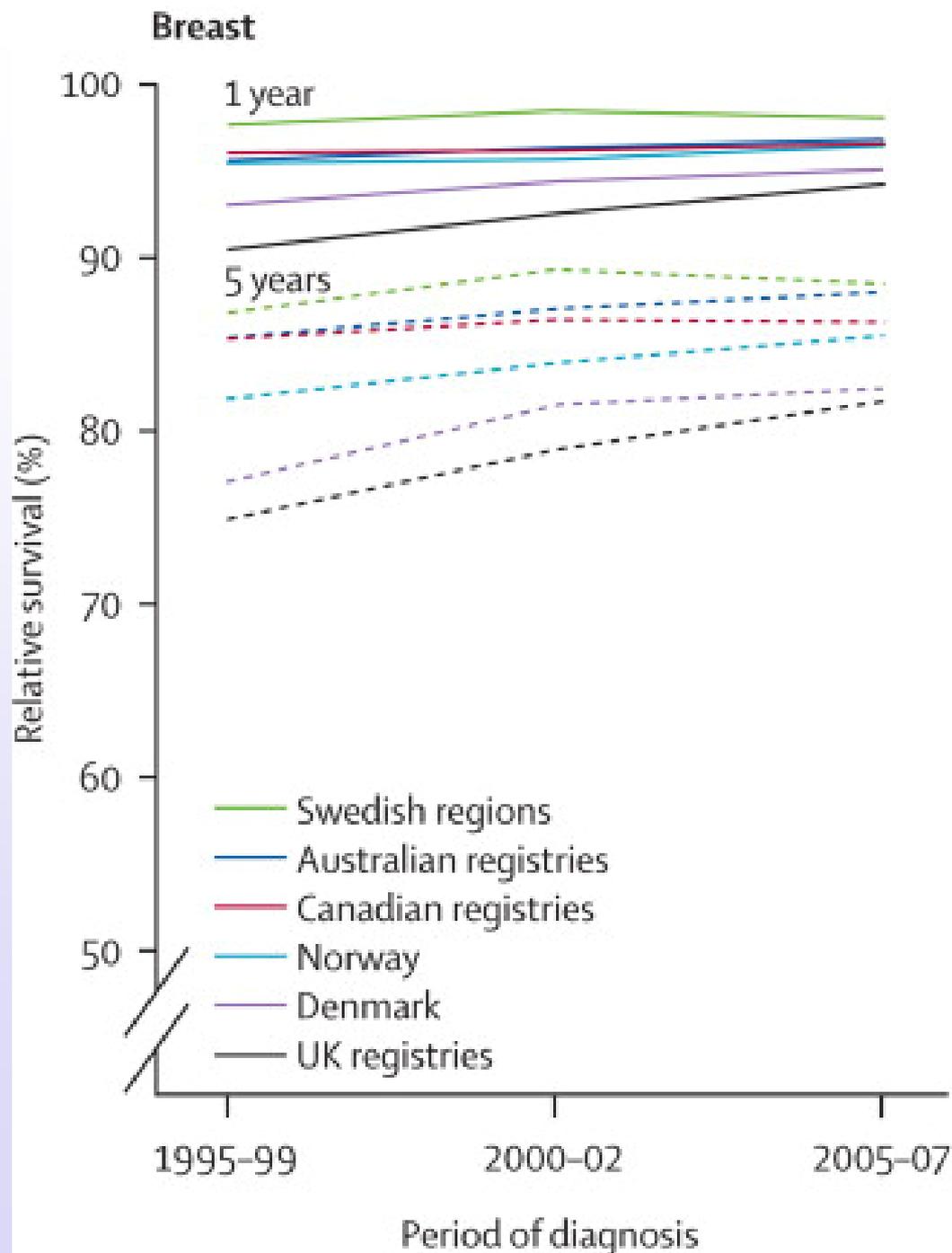
- Processes and effect on service delivery
- Effect on breast cancer awareness
- Effect on stage at diagnosis
- Compare with services where PEP Intervention not implemented

Vision

- Offer at the last invited mammogram across the NHS Breast Screening Programme
- Explore other models of delivery for women who may not attend for screening
- Promote early presentation interventions in other cancers?

Breast cancer survival

Data from the International Cancer Benchmarking Partnership
(Coleman M et al, Lancet 2010)



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NHS Breast Screening Services

- South East London
- South West London
- Surrey
- Cambridge and Huntingdon
- Gateshead
- Warwickshire, Solihull and Coventry
- Norwich and Norfolk
- Canterbury
- Medway
- Maidstone

The women who took part in the trial

The women taking part in the pilot